

Amendments to the Claims:

Please cancel claims 1-11. Please add new claims 12 – 31. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-11 (canceled)

12 (new): A method of providing Internet content to a user of a computing device, the method comprising:

providing a client user interface separate from that of a conventional web browser, the client user interface operable to display Internet content within a frame, wherein the frame is defined at least in part by the client user interface and is separate from a frame of the conventional web browser; and

displaying first Internet content through the frame defined at least in part by the client user interface.

13 (new): The method of claim 12, further comprising receiving second Internet content that describes the frame, wherein the second Internet content is used by the client user interface to render the frame.

14 (new): The method of claim 13, wherein the second Internet content comprises a GIF file.

15 (new): The method of claim 13, wherein the second Internet content comprises an URL address linked to a GIF file.

16 (new): The method of claim 13, wherein said first Internet content comprises content renderable by the conventional web browser program.

17 (new): A method of providing Internet content to a user of a computing device, comprising:

receiving a request for Internet content from a client program of the computing device, said client program being separate from a conventional web browser, said client program providing a client user interface operable to display Internet content within a frame, wherein the frame is defined at least in part by the client user interface and is separate from a frame of the conventional web browser;

in response to the request, retrieving information from a database, wherein the information is usable by the client program to present first Internet content through the client user interface; and

transmitting the information to the computing device.

18 (new): The method of claim 17, wherein the retrieved information comprises a first address of first content, wherein the first address is usable by the client program to retrieve the said first Internet content.

19 (new): The method of claim 18, wherein the retrieved information includes a second address of second content.

20 (new): The method of claim 19, wherein the second address is usable by the computing device to retrieve the second content.

21 (new): The method of claim 20, wherein at least a portion of the second content is usable by the client program to render a frame through which said first Internet content is presented, said frame being a part of said client user interface.

22 (new): The method of claim 21, wherein the second content includes a definition that fully describes an appearance of the frame through which the Internet content is presented.

23 (new): The method of claim 22, wherein the definition is provided by a Web content provider, thereby enabling the Web content provider to control an appearance of the frame when rendered on the computing device.

24 (new): The method of claim 23, wherein the definition and the first content are both provided by the Web content provider.

25 (new): The method of claim 17, wherein said first Internet content comprises content renderable by the conventional web browser program.

26 (new): A method of providing Internet content to a user of a computing device, comprising:

storing a first address for first content in a data store;

storing a second address for second content in the data store, wherein the second content comprises information that at least in part defines a client user interface, wherein the client user interface is operable to display the first content within a frame, wherein the frame is defined by the client user interface and is separate from a frame of the conventional web browser;

in response to a request from a computing device running a client program that provides the client user interface, retrieving information that includes the first address and the second address from the data store, wherein the first address is usable by the computing device to

retrieve the first content, and wherein the second address is usable by the computing device to retrieve the second content; and
transmitting the information to the computing device.

27 (new): The method of claim 26, wherein the information comprises instructions for causing the computing device to request the first content from a server.

28 (new): The method of claim 27, wherein the information comprises instructions for causing the computing device to request the second content from the server or a different server.

29 (new): The method of claim 28, wherein the information comprises instructions for causing the computing device to render the frame using the second content.

30 (new): The method of claim 29, wherein the information comprises instructions for causing the computing device to fill the frame with the first content.

31 (new): The method of claim 26, wherein the Internet content comprises content renderable by the conventional web browser program.